

IMPACT OF GREEN ADVERTISING ON CONSUMER PURCHASE BEHAVIOUR TOWARDS GREEN PRODUCTS (A STUDY WITH SPECIAL REFERENCE TO YOUNGSTERS IN SALEM DISTRICT)

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Abstract

Advertising plays a most important role in modern life. It shapes the attitudes of the society and the individuals and inevitably influences consumer behaviour. Advertising helps to educate the people in social issues. Green advertising is gaining importance day by day due to rising awareness about environmental conservation and preservation. At the present years, companies are going green and promoting green practices and market green products as a way to make a responsible lifestyle to fulfill consumers' requirements. This study will brought out the factors that influencing consumers' green purchase behaviour. The study helps to marketers to identify with the attitude of potential consumers and how they make their green purchase decision. This research result is lead to an increase the purchase and use of green products in youngsters. This study also focused on how the state government implements to ban the usage of plastic bags and analyzed how successful plastic free state of future.

Key words: Green advertising, green products, consumers, environment

1. Introduction

Advertising is the way by which companies can initiate their products and services in front of consumers to increase their interest towards their products and services and to communicate the message easily. Advertising helps to facilitate launching new product or new brand in the market. The main purpose of advertising effort is to stimulate, maintain the secure distribution and consumption of a product resulting in an increase in sales and profits. In recent years, businesses and consumers faced the tremendous challenges to protect and preserve the natural resources and the environment. The environmental issues like global warming, depletion of natural resources and climate changes may directly or indirectly affect the way one behaves, especially while making a purchase decision.

Green advertising has entered into the lexicon of modern language and the term refers to advertising that highlights the environmental benefits of a product or service. The aim of green advertising is to create awareness and tentative strong attitude towards brands and companies. Green advertising is a new way to attract consumers with the features of green communication for the sustainable development or sustainable communication as this will help in detailing those features which consumers are looking for and in demand.

Green advertising helps in promotes those products and services that satisfy consumers' needs that are quality, affordability, and availability without having any effect on the environment. The achievement of advertisements is significantly dependent upon the advertiser's capability to motive action through exact messages. Therefore, consumers' connection to the environmental movement, the green advertising motivates and deters consumers making green purchasing. Environment friendly consumers are receptive to green ads irrespective of use of environmental claims on the basis of past actions and these ads create positive credibility and attitudes. In order to make change in environment the consumers' perceived effectiveness is helpful in understanding customers' attitude and behaviour towards green advertisements and it leads to environmental production. Also, the customers who possess a high level of involvement in green advertisements they perceive the ads as believable and truthful and advocates of environmental protection on one's beliefs that he or she can make a difference with his or her individual behaviour.

2. Statement of the problem

The present study aims to analyze how the green advertisers communicate in different ways to represent the green features of a product and services that satisfy the consumers' needs and wants in environmental friendly way. This study mainly focuses on young consumers to concise change their purchasing behaviour from the conventional products towards green products. It will analyze the green advertisements lead to requirement of green products to protect and safeguard the society and natural resources through sustainable consumption. At present, the state government taken initiative to avoid and prohibited to the plastic bags it helps to change and motivate the consumers' interest to possibility of adopting purchase and use of green products. The marketer use of this government initiatives in order to create a strong impact on the highest level of recall through advertising. This study will be focused on how the state government implements to ban the usage of plastic bags and also analyzed how successful plastic free state of future.

3. Major research questions

1. Does green advertising contribute positively towards environmental awareness and knowledge to the consumers?
2. How the consumers' environmental concerns to positively respond in purchasing green products?
3. What are the factors affecting consumers green product purchase behaviour?
4. Does green advertising truly influence that consumers' purchase behaviour of green products?

4. Scope of the study

The present study investigates the impact of green advertising on consumer purchase behaviour towards green products. Compare with consumers in developed countries, the Indian consumers are not as much of consciousness about various environmental issues. The consumer purchase behaviours have been direct impact of the environment. This study focused on consumer behaviour of youngsters in Salem district. The study explores how consumers are considering environmental and other factors while making choices on buying green products. To identify whether green advertising help to capture the consumer attention which helps to promote the green products and it also encourages the environmental friendly lifestyles.

5. Importance of the study

Now a day's businesses and consumers today faced one of the biggest challenges to protecting and preserve the natural resources and the environment. The environmental degradation as a major problem that affects the natural resources. This study will brought out the factors that influencing consumers green purchase behaviour. The study helps the marketers to identify with the attitude of potential consumers and consumers who are willing to purchasing products which are not harming or less harming could make a great impact in reducing the environmental degradation.

6. Review of literature

Ankit Gandhi and Ashvin Solanki (2015) studied the topic on "Impact of Green Advertising on Consumer Attitude and Purchase Intention". Advertising industry in India has noticeably developed a consumers' concern over the impact of environmental humiliation on their lives and interests raise, which results in a significant sale of green products. This study discovered how green advertising affects consumer attitude and purchase intention of green products. The research results expose that consumers' attitude towards green advertising significantly influence consumer purchase intention of green products.

Mohaammed Almossari (2014) analyzed the green purchase behaviour of youth and the green purchase behaviour means encouraging and persuading people to buy environmental friendly products. This study was conducted on 243 youths in Bharain have poor knowledge and concern and rather positive attitudes about the environment the study also found that the three determinant variables knowledge, concern, and attitudes are positively associated with green buying behaviour and that they play a significant role in shaping green buying behaviour.

Samaa Taher Attia (2014) tested how different psychographic and attitudinal factors could predict environmentally conscious consumer behaviour. The results suggest insight as gender was known as the only demographic that acts as a predictor to environmentally aware consumer behaviour while both perceived consumer effectiveness and environmental concern as psychographic predictors. More empirical support was evident for a direct impact of the relationship among environmentally conscious consumer behaviours on

green purchase attitudes. Finally, cognitive and affective responses to green who are planning to target the Egyptian market as an example of middle- eastern markets.

Lindsay Richards (2013) examined the green advertising and its impact on consumer skepticism and purchasing patterns. Thus, this research aimed to identify the impact of green advertising through evaluating consumers' connection to the environment, trust in advertising and willingness to purchase green products. This research is useful for advertisers, as it can help environmental firms understand and research their consumers more effectively.

Sanjeev Kumar, et al. (2012) made an attempt to investigate consumer awareness and perception towards green products among youngsters in India. The data were collected from 120 youngsters of different areas of NCR. The findings of the study reveal that 71 per cent respondents perceive green products as environment friendly products, while 12 per cent respondents take it as energy saving products. The researchers conclude that the consumers do not have environment concern only but also have positive and high intentions to buy green products.. Hence, marketers need to consider efforts that are required to convert the environmental concern into environmental consumption behaviour.

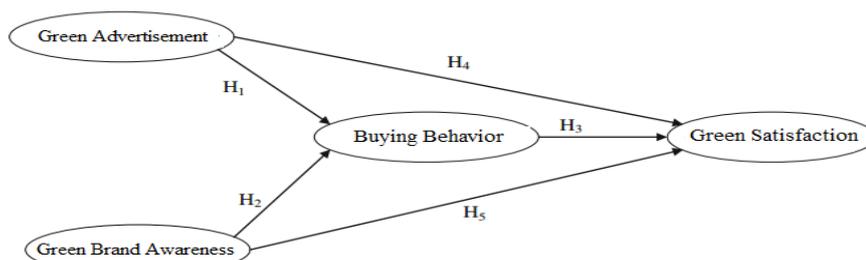
7. Objectives of the study

1. To study that consumers' environmental consciousness and green products awareness of youngsters.
2. To examine the perception of youngsters towards green advertising.
3. To identify the factors that affect youngsters' purchasing behaviour towards green products.

8. Research methodology

The present study is descriptive in nature and it is based on both primary data and secondary data. Primary data were collected from with the help of well structure schedule. The secondary data sources are: publications, books, journals, magazines, news papers and internet. The population was composed of age group of 18-30 in Salem district. Non-probability sampling design was used to select the respondents. The convenient sampling technique is adopted to select the respondents of the study.

9. Theoretical framework



Source: Muhammad Zubair Tariq, 2014.

10. Consumers' responsiveness to advertising

Consumers' receptiveness to advertising is critical to the value of an advertisement, and is, therefore, a cornerstone in understanding the impact of green advertising. In a society that is constantly digesting advertisements on all medium platforms, consumers respond to advertising content in various different ways. A particular response could moreover be driven by individual motives and preferences, or more collective and communal motives that are shared within a particular sub-culture or group. These motives are then what ultimately shape consumer insight in advertising. The consumers' response to an advertisement will directly impact either negative or positive brand perception, of product purchase.

11. Conclusion

Advertising contributes to wider economic development through its ability to sustain competitiveness. Advertising provide consumers with information on products and services, and it also helps to increase their choice of goods and services. Companies adopt green advertising to easily capture the target consumer and maintain the long-term relationship with them. Green advertising helps in spreading information and knowledge to the consumers who are unaware of the green products. Consumers are having a positive attitude towards purchasing green products. The government has already announced and implemented the various policies and regulations for environmental protection. In India, lot of industries and companies are small scale sector that they are not easily adopted the green practices because they are concerned about short run profit. They feel adopting green practices involve high cost and such practices are profitable only long run. The policymakers in government and industry are need to consider that they difficulties in a helpful manner.

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